

CONTRACT



KVVU-TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555
Henderson - Las Vegas

Contract / Revision	Alt Order #
477027 /	06146293
Product	
DCCC	
Contract Dates	Estimate #
10/16/12 - 10/22/12	1194
Advertiser	Original Date / Revision
ISS DCCC	09/25/12 / 09/25/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KVVU	Teresa Difuria
Special Handling	
Demographic	
Adults 25-54	
IDB#	Advertiser Code
11	14
Agency Ref	Advertiser Ref

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KVVU	10/16/12	10/22/12	Katie Couric	2-3p		:30			NM	14	\$12,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					5	\$135.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/16/12-10/22/12		Katie Couric	2-3p	MTuWThF----	:30		\$135.00	NM		
		See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17										
2	KVVU	10/16/12-10/22/12		Katie Couric	2-3p	MTuWThF----	:30		\$135.00	NM		
		See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17										
5	KVVU	10/16/12-10/22/12		Katie Couric	2-3p	MTuWThF----	:30		\$135.00	NM		
		See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17										
6	KVVU	10/17/12-10/17/12		Katie Couric	M-F 11a-12p	---W-----	:30		\$275.00	NM		
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3				----ThF----	:30		\$275.00	NM		
7	KVVU	10/18/12-10/19/12		Katie Couric	1-2pm							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
8	KVVU	10/18/12-10/19/12		Katie Couric	1-2pm							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
9	KVVU	10/18/12-10/19/12		Dr Oz	3-4p							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
10	KVVU	10/18/12-10/19/12		Dr Oz	3-4p	----ThF----	:30		\$350.00	NM		
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
11	KVVU	10/18/12-10/19/12		Special Early News		Special Early News						
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
12	KVVU	10/18/12-10/19/12		Special Early News		Special Early News						
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
13	KVVU	10/17/12-10/17/12		The X Factor		The X Factor						
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
14	KVVU	10/18/12-10/18/12		BB League Championships	1pm-8pm							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
15	KVVU	10/17/12-10/17/12		Extra	M-F 7-730p							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
16	KVVU	10/18/12-10/19/12		Anderson Cooper	2-3p							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										
17	KVVU	10/18/12-10/19/12		Anderson Cooper	2-3p							
④	MG	5.5,20.1,11.4,11.5,6.4,6.8,7.4,5.2,5.4,22.1,4.5,14.1,4.1,9.4,4.2,7.3										

(* Line Transactions: N = New, E = Edited, D = Deleted)

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477027 /	06146293	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	DCCC	1194
Advertiser		Original Date / Revision
ISS DCCC		09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 5	KVVU	10/16/12	10/22/12	Anderson	3-4p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					5	\$150.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	KVVU	10/16/12-10/22/12		Anderson	3-4p	MTuWThF----	:30		\$150.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
4	KVVU	10/16/12-10/22/12		Anderson	3-4p	MTuWThF----	:30		\$150.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
5	KVVU	10/16/12-10/22/12		Anderson	3-4p	MTuWThF----	:30		\$150.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 6	KVVU	10/16/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	6	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					8	\$215.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
4	KVVU	10/16/12-10/22/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
8	KVVU	10/16/12-10/22/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 7	KVVU	10/16/12	10/22/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					5	\$350.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	KVVU	10/16/12-10/22/12		Fox 5 News at 5	5-530p	MTuWThF----	:30		\$350.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
4	KVVU	10/16/12-10/22/12		Fox 5 News at 5	5-530p	MTuWThF----	:30		\$350.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 9	KVVU	10/16/12	10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					5	\$365.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
4	KVVU	10/16/12-10/22/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$365.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 11	KVVU	10/16/12	10/22/12	MORE Access	6-7pm		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/16/12	10/22/12	MTWTF--					5	\$235.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
4	KVVU	10/16/12-10/22/12		MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
5	KVVU	10/16/12-10/22/12		MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 14	KVVU	10/19/12	10/19/12	Fringe	Fri 9p-10p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----1--					1	\$2,435.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/15/12-10/21/12		Fringe	Fri 9p-10p	-----F----	:30		\$2,435.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
N 20	KVVU	10/18/12	10/18/12	The X Factor	The X Factor		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	---1---					1	\$5,100.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/15/12-10/21/12		The X Factor	The X Factor	---Th----	:30		\$5,100.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								

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477027 /	06146293	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	DCCC	1194
Advertiser		Original Date / Revision
ISS DCCC		09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											NM	
E 21	KVVU	10/16/12	10/16/12	Raising Hope/Ben and Kate	Tue 8p-9p		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$2,800.00			
N 22	KVVU	10/17/12	10/17/12	I Hate My Teenage Daughter	W 930-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--1-----				1	\$2,100.00			
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	KVVU	10/15/12-10/21/12	I Hate My Teenage Daughter W 930-10pm		---W-----	:30		\$2,100.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
Totals											78	\$46,315.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	78	\$46,315.00	\$39,367.75
Totals	78	\$46,315.00	\$39,367.75

Signature: _____ Date: _____

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REP HEADLINE# 6146293 TRF# 477027
MOD# 0: UNAPPROVED REV#2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 14-47
CHANGES *** KVUU-TV ***

ADV # _____ ADV. NAME ISS/DCCC
AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA
PRDCT DCCC CONTRACT # 6146293

WASHINGTON, DC 20007

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME KATIE KEULEMAN
SALES PRSN PH- TERESA DIFURIA
CLASS: NATL. LOCAL REGIONAL

ORDER # _____
FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED _____

DATE SEP25/12 14-47

REP: TO ROSE
FR NIKKI
OKD M3
SEE LINE 32
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTAL:
: : : : : : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1194
AGENCY PRODUCT CODE = 14

31	S	900P-1000P	30	\$2,800.00	10/16	10/16	0	TUE	0
32	A	800P-900P	30	\$2,800.00	10/16	10/16	1	TUE	1

PROGRAM : RAISING HOPE/BEN&KATE
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-21 FOR 1 SPOT/WK

PROGRAM : RAISING HOPE/BEN&KATE
ORD COM1: TP CHG. PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-31 FOR 1 SPOT/WK

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6146293 TRF# 477027
\$\$ MOD# 0: UNAPPROVED REV#2 \$\$\$
ORDER WORKSHEET
*** CHANGES *** *** KVUU-TV ***

STATION MAKEGOOD OFFERS: MISSED:TUE/900P-1000P
M3 OK'D BUY#31 OCT16 30S \$2,800.00 (SEP25/12)
OFFER:TUE/800P-900P OCT16 30S \$2,800.00 PLS ADVISE.
CMT:TP CHG. PLS APPROVE.

OCT/12 46315.00
CONTRACT TOTAL 46315.00
TOTAL SPOTS 78

MARKET TOTALS \$231,575 KVUU 20% KSNV 31% KLAS 24% KTNV 16% KVMY 6% KVCM 2% CABL 0%
SVC- NSI
DEMOS- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6146293 TRF# 477027
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK ! !

ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 12.14
CHANGES *** KVUU-TV ***

PROGRAM : KATIE COURIC
ORD COM1: SPOTS N/A DUE TO PRG CHG. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

REP #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	KATIE KEULEMAN	
PRDCT	DCCC	3050 K ST NW,	SALES PRSN PH-	TERESA DIFURIA	
FLIGHT	DATES	OCT16/12 OCT22/12 WK-1	CONTRACT #	6146293	CLASS: NATL. LOCAL REGIONAL
CITY TAX	STATE TAX		CO-OP BILLING NEEDED		DATE SEP25/12 12.14
REP:	TO ROSE FR NIKKI				
CON CM	***** THIS IS A CASH IN ADVANCE SCHEDELE *****	ORD ML AND M2 SEE LINES 23-31 TOTAL SAME PLS CNF THANKS			
STA:					
CON CM	DEMOCRATIC CONGRESSIONAL CAMPAIGN				
PROGRAM :	KATIE COURIC				
CON COM1:	KATIE COURIC				
23 A	1100A-1200N	30	\$275.00	10/17 10/17 1 WED	
4 ES	200P-300P	30	\$135.00	10/16 10/22 2 TU-F, M	

REP HEADLINE# 6146293 TRF# 477027
SSS MOD# 0 - ITIN APPROVED REV #1 SSS

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES SEP25/12 12.14.00
***KVUU-TV ***

REP HEADLINE# 6146293 TRF# 477027
\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

: LINE# : REP : CDR : TIME PERIOD : LGTH : SEC :

: : LINE# : : : RATE : : START : END : SPTS: WEEK : DAYS : TOTL:
: : : : : DATE : : DATE : /Wk: INVT : : : SPTS:

STATION MAKEGOOD OFFERS:

M1 OK'D BUY#4 MISSED: TU-F, M/200P-300P OCT17 OCT18 OCT19 30S \$135.00 (SEP24/12)
BUY#5 TU-F, M/300P-400P OCT17 OCT18 OCT19 30S \$150.00
BUY#6 TU-F, M/400P-500P OCT18 (2/WK) 30S \$215.00
BUY#7 TU-F, M/500P-530P OCT18 30S \$350.00
BUY#9 TU-F, M/530P-600P OCT18 30S \$365.00
BUY#11 TU-F, M/600P-700P OCT18 OCT19 30S \$2,335.00
BUY#14 FRI/900P-1000P OCT19 30S \$2,435.00
BUY#20 THU/800P-900P OCT18 30S \$5,100.00
BUY#22 WED/930P-1000P OCT17 30S \$2,100.00
OFFER: WED/1100A-1200N OCT17 30S \$275.00 PLS ADVISE.
& TH-F/1000P-200P OCT18 (2/WK) 30S \$275.00
& TH-F/200P-300P OCT18 (2/WK) 30S \$300.00
& TH-F/300P-400P OCT18 (2/WK) 30S \$350.00
& TH-F/400P-430P OCT18 (2/WK) 30S \$550.00
& WED/800P-1000P OCT17 30S \$5,350.00
& THU/430P-800P OCT18 30S \$3,250.00
& WED/700P-730P OCT17 30S \$630.00
CMT: SPOTS N/A DUE TO PRG CHG. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

M2 OK'D BUY#21 MISSED: TUE/900P-1000P OCT16 30S \$2,800.00 (SEP24/12)
OFFER: TUE/900P-1000P OCT16 30S \$2,800.00 PLS ADVISE.

CMT: PRG CHG. PRE-BOOKED PLS APPROVE.

OCT/12 46315.00

CONTRACT TOTAL
TOTAL SPOTS 46315.00
78

MARKET TOTALS \$231,575 KVUU 20% KSNV 31% KLAS 24% KTNV 16% KVLY 6% KVCW 2% CABL 0%
KTUD 1%
KTUD 1%

SVC- NSI
DEMO- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE